

11/13

SPEECH

TOBACCO CONFERENCE 1990

FORUM FOR PROFESSIONALS

MISSOURI COALITION ON SMOKING AND HEALTH

JEFFERSON CITY, MO

MARCH 8, 1990

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*pp 51-53 } Tabal, after deletion
pp 66-84 } 30 min.*

GREETINGS, ETC.

A THOUSAND AMERICANS WILL STOP SMOKING TODAY. . . .

**THEIR FUNERALS WILL BE HELD WITHIN THE NEXT THREE OR
FOUR DAYS.**

**THAT'S THE WAY I HAVE STARTED A NUMBER OF LECTURES ON
SMOKING.**

IT GETS PEOPLE'S ATTENTION.

**I FEEL I HAVE TO SAY SOMETHING DRAMATIC TO GET THEIR
ATTENTION.**

■ I SHOULDN'T HAVE TO.

**WHAT IS IT ABOUT TOBACCO THAT NUMBS THE AMERICAN
PEOPLE?**

**IF ANYTHING ELSE KILLED 390,000 OF OUR FELLOW-CITIZENS
EACH YEAR, THE PUBLIC WOULD DEMAND ACTION FROM OUR
GOVERNMENT.**

**INSTEAD, TOBACCO HAS, FROM THE BEGINNING, BEEN CODDLED
BY OUR GOVERNMENT.**

**THIS DISTINGUISHED AUDIENCE KNOWS ABOUT THAT, AND AS A
PHYSICIAN AND FORMER PUBLIC HEALTH OFFICER, I DON'T
WANT TO RAISE YOUR BLOOD PRESSURE --OR MAKE YOUR
BLOOD BOIL-- BY REVIEWING THE SORRY STORY IN GREAT
DETAIL.**

**BUT IN A FEW WORDS, I'LL REMIND YOU THAT TOBACCO HAS
BEEN ASSOCIATED NOT ONLY WITH DISEASE AND DEATH, BUT
ALSO WITH MONEY.**

THAT, OF COURSE IS THE REASON FOR ITS SPECIAL TREATMENT.

**TOBACCO WAS THE CASH CROP THAT FINANCED THE AMERICAN
REVOLUTION --THOSE VIRGINIA PLANTERS FETCHED A GREATER
RETURN FOR TOBACCO LEAVES THAN DID THE HARDY NEW
ENGLANDERS FOR THEIR PUMPKINS.**

CONGRESS HAS BEEN HELD HOSTAGE EVER SINCE.

**DESPITE THE SINISTER ASSOCIATIONS, FIRST WITH SLAVERY, AND
LATER WITH CANCER AND HEART DISEASE, AMERICAN TOBACCO
HAS ENJOYED GOVERNMENT PROTECTION.**

**TOBACCO MONEY EXPLAINS THE RELUCTANCE OF CONGRESS TO
TOLERATE ANY REGULATION OF TOBACCO, SO IT HAS BEEN
DECLARED TO BE NEITHER A FOOD, NOR A DRUG, NOR A
COSMETIC.**

**ANY SPEECH ON SMOKING BECOMES A "GOOD NEWS/BAD NEWS"
STORY.**

**THE GOOD NEWS IS THAT WE ARE --AT LAST-- WINNING THE WAR
AGAINST TOBACCO.**

THE BAD NEWS IS THAT THERE ARE MANY BATTLES STILL TO FIGHT.

IN MY FINAL YEAR AS YOUR SURGEON GENERAL I WAS PRIVILEGED TO COMMEMORATE WITH A SPECIAL REPORT THE 25TH ANNIVERSARY OF THE FIRST SURGEON GENERAL'S REPORT ON SMOKING.

THAT FIRST, HISTORY-MAKING REPORT WAS TITLED "SMOKING AND HEALTH: THE REPORT OF THE ADVISORY COMMITTEE TO THE SURGEON GENERAL." IT WAS RELEASED TO THE PUBLIC ON JANUARY 11, 1964, BY THE LATE DR. LUTHER L. TERRY, A COURAGEOUS PHYSICIAN WHO WAS SURGEON GENERAL OF THE U.S. PUBLIC HEALTH SERVICE AT THAT TIME.

**HOW MUCH DID WE REALLY KNOW IN 1964 ABOUT SMOKING AS A
CAUSE OF CANCER?**

AND HOW MUCH DO WE REALLY KNOW TODAY?

**LET ME BEGIN BY OBSERVING THAT THE FIRST REPORT BY DR.
TERRY**

**DID NOT INITIATE A RESEARCH PROGRAM LINKING SMOKING
WITH MAJOR DISEASE CONDITIONS. SUCH RESEARCH WAS
ALREADY GOING ON.**

MEDICAL CONCERN ABOUT SMOKING DID NOT POP OUT OF NOWHERE IN 1964. LONG BEFORE THAT THERE WAS A CORE OF CONCERNED PHYSICIANS, ESPECIALLY CONCERNED ABOUT THE CLEAR CONNECTIONS BETWEEN LUNG CANCER AND SMOKING IN THEIR MALE PATIENTS.

DR. TERRY'S REPORT GAVE NEW ENERGY AND NEW DIRECTION TO AN ALREADY IMPRESSIVE RESEARCH EFFORT.

IN FACT, AS OF 1964 THERE WERE 7,000 ARTICLES IN THE WORLD BIOMEDICAL LITERATURE DEALING WITH THE LINKAGE BETWEEN SMOKING AND HEALTH.

**AFTER REVIEWING THOSE RESEARCH PAPERS, THE SURGEON
GENERAL'S ADVISORY COMMITTEE CAME TO THE FOLLOWING
CONCLUSIONS ABOUT CIGARETTE SMOKING IN 1964:**

**FIRST, THAT MEN WHO SMOKED HAD AN OVERALL HIGHER
MORTALITY RATE THAN MEN WHO DID NOT SMOKE.**

**SECOND, THAT SMOKERS HAD INCREASED MORTALITY RATES
FROM CORONARY HEART DISEASE, CEREBROVASCULAR DISEASE,
AND OTHER CARDIOVASCULAR DISEASE CONDITIONS.**

**THIRD, THE ADVISORY COMMITTEE SAID CIGARETTES WERE A
MAJOR CAUSE OF CHRONIC BRONCHITIS AND CONTRIBUTED TO
THE HIGH MORTALITY RATE FOR EMPHYSEMA.**

**FOURTH, THE COMMITTEE SAID -- IN 1964, REMEMBER -- THAT
CIGARETTE SMOKING WAS THE MAJOR CAUSE OF LUNG CANCER
IN MEN AND MAYBE FOR WOMEN, ALSO.**

FIFTH, THE COMMITTEE ALSO SAID THAT SMOKING WAS, AT THE VERY LEAST, A CONTRIBUTING CAUSE OF ESOPHAGEAL CANCER, BLADDER CANCER, AND PANCREATIC CANCER, AND THAT PIPE SMOKING CONTRIBUTED TO CANCER OF THE LIP AND THE ORAL CAVITY.

FINALLY, THE COMMITTEE CONCLUDED THAT "CIGARETTE SMOKING IS A HEALTH HAZARD OF SUFFICIENT IMPORTANCE IN THE UNITED STATES TO WARRANT APPROPRIATE REMEDIAL ACTION."

**SUCH "APPROPRIATE REMEDIAL ACTION" WAS TAKEN ALMOST
IMMEDIATELY. THE UNITED STATES CONGRESS SOON PASSED A
LAW REQUIRING ALL CIGARETTE PACKAGES TO CARRY THE
FOLLOWING MESSAGE:**

**"CAUTION: CIGARETTE SMOKING MAY BE HAZARDOUS TO YOUR
HEALTH."**

**SIX YEARS AFTER THE RELEASE OF THE FIRST REPORT ON
SMOKING AND HEALTH, THE CONGRESS ENACTED A SWEEPING
LAW THAT BANNED CIGARETTE ADVERTISING FROM RADIO AND
TELEVISION.**

**THE NEW LAW ALSO TOUGHENED UP THE HEALTH WARNING ON
CIGARETTE PACKAGES. THE NEW LANGUAGE SAID...**

"WARNING: THE SURGEON GENERAL HAS DETERMINED THAT

CIGARETTE SMOKING IS DANGEROUS TO YOUR HEALTH."

HOW DID THAT COME ABOUT?

**BY 1970, WHEN THE NEW LAW WAS PASSED, THE ORIGINAL BASE
OF 7,000 RESEARCH ARTICLES HAD ALMOST TRIPLED --**

**APPROXIMATELY 19,000 RESEARCH PAPERS WERE THEN IN THE
INTERNATIONAL LITERATURE -- AND THE NEW MATERIAL WAS
ALSO VIRTUALLY UNANIMOUS IN IDENTIFYING CIGARETTES AS
THE MAJOR CAUSE OF MORBIDITY AND MORTALITY ACROSS A
BROAD SPECTRUM OF DISEASE CONDITIONS.**

**THE NEW INFORMATION NOT ONLY CONFIRMED THE FINDINGS
PUBLISHED IN 1964, BUT ALSO IT LINKED CIGARETTE SMOKING
TO PANCREATIC, GASTRIC, RENAL, AND CERVICAL CANCERS.
CIGARETTES WERE ALSO IDENTIFIED AS THE CHIEF CULPRIT IN
ATHEROSCLEROSIS ... IN PEPTIC ULCERS ... IN COMPLICATIONS
OF PREGNANCY ... IN INTERACTIONS WITH ALCOHOL AND
CERTAIN PRESCRIPTION DRUGS ... AND SO ON.**

IN OTHER WORDS, 6 OR 7 MORE YEARS OF RESEARCH DID NOT WEAKEN OR COMPROMISE THE EARLIER FINDINGS. IT MADE THEM ALL THE MORE FORMIDABLE.

BY THE TIME I ARRIVED IN WASHINGTON IN 1981 TO TAKE UP THE POSITION OF SURGEON GENERAL, THERE WERE NEARLY 50,000 PIECES OF PUBLISHED RESEARCH WORLDWIDE.

AND AGAIN, THE OVERWHELMING MAJORITY OF THAT RESEARCH ONLY STRENGTHENED THE PUBLIC'S CASE AGAINST SMOKING.

THE EVIDENCE AGAINST SMOKING BUILDS EVERY YEAR, AND THE AMERICAN PEOPLE ARE BELIEVING IT.

AS YOUR SURGEON GENERAL I RELEASED 8 ANNUAL REPORTS ON SMOKING. THEY HAVE DEALT WITH CANCER, CARDIOVASCULAR DISEASE, CANCER IN WOMEN, SMOKING IN THE WORKPLACE, CHRONIC OBSTRUCTIVE LUNG DISEASE, INVOLUNTARY SMOKING OR WHAT IS SOMETIMES CALLED "PASSIVE SMOKING," AND THE ADDICTIVE QUALITIES OF NICOTINE.

EACH ONE HAS ITS OWN SPECIFIC AND IMPRESSIVE DATA BASE.

TODAY, THE SMOKING-AND-HEALTH RESEARCH BASE IS STILL GROWING. NOW IT IS COMPRISED OF MORE THAN 60,000 PUBLISHED ARTICLES. AGAIN, THE VAST MAJORITY QUITE CLEARLY REINFORCES THE FACT THAT CIGARETTE SMOKING IS THE SINGLE MOST IMPORTANT FACTOR BEHIND ACUTE AND CHRONIC MORBIDITY AND PREMATURE MORTALITY AMONG ADULTS.

OR, IN OTHER WORDS, CIGARETTE SMOKING IS THE SINGLE MOST IMPORTANT REASON WHY AMERICANS GET SICK, THE SINGLE MOST IMPORTANT REASON WHY THEY DIE BEFORE THEY SHOULD.

**AS THIS RESEARCH BASE EXPANDED, SO DID OUR EFFORTS TO
EDUCATE THE PUBLIC ... TO GET THOSE WHO SMOKE, TO STOP ...
AND THOSE WHO DON'T SMOKE, TO NEVER START.**

**IN 1984, I WAS PERSONALLY SO CONVINCED BY THE DATA
ACCUMULATED THUS FAR THAT I CALLED UPON MY FELLOW
CITIZENS TO MAKE THE UNITED STATES A "SMOKE-FREE SOCIETY
BY THE YEAR 2000."**

**WE'LL ACHIEVE THAT SMOKE-FREE SOCIETY BECAUSE WE WILL
GRADUATE A CLASS FROM HIGH SCHOOL IN 2000 THAT WILL
HAVE HAD 12 YEARS OF ANTI-SMOKING HEALTH MESSAGES.
IT STARTED THE YEAR BEFORE LAST, IN THE FIRST GRADE.
TEACHING CHILDREN THAT YOUNG WILL ENABLE US TO WIN.**

**THE SURGEON GENERAL'S REPORTS ON SMOKING AND THE
WORKPLACE AND ON INVOLUNTARY SMOKING WORKED
TOGETHER TO GIVE THE MILITANT ANTI-SMOKERS NEW AND
POWERFUL WEAPONS.**

**THE NONSMOKER WAS MERELY IRRITATED AT FIRST...THEN
BECAME ANNOYED...AND THEN TURNED MILITANT.**

**STUDIES INDICATING THAT PASSIVE SMOKING LED TO 46,000
DEATHS ANNUALLY (3,000 FROM LUNG CANCER, 11,000 FROM
OTHER CANCERS, 32,000 FROM HEART DISEASE) MADE THE NON-
SMOKER MILITANT ...AND SUCCESSFUL IN ACHIEVING CHANGES
IN SOCIAL CUSTOMS AND IN LOCAL AND STATE LAW.**

**AS OF MID-1988 MORE THAN 230 LOCAL COMMUNITIES HAD
ADOPTED REGULATIONS RESTRICTING SMOKING IN PUBLIC
PLACES, A THREE-FOLD INCREASE IN THREE YEARS.**

**THE MOST RECENT VICTORY IS THE AIRLINE SMOKING BAN THAT
BECAME EFFECTIVE JUST LAST WEEK (FEB 25, 1990).**

**OF THE 16,000 DAILY FLIGHTS IN THE USA, ONLY 28 SLIP
THROUGH THE BAN, ALLOWING SMOKERS TO FOUL THE AIR.
AND NORTHWEST AIRLINES VOLUNTARILY KEEPS THE CABIN AIR
SMOKE-FREE ALL THE WAY TO HAWAII.**

**AND REMEMBER, LAST NOVEMBER A TOUGH LOCAL SMOKING
CONTROL ORDINANCE WAS APPROVED BY THE VOTERS IN
GREENSBORO, N.C. , IN SPITE OF HEAVY OPPOSITION BY
TOBACCO COMPANIES.**

**IF THE TOBACCO COMPANIES CAN BE BEATEN IN NORTH
CAROLINA, THEY CAN BE BEATEN ANYWHERE!**

SMOKING HABITS HAVE CHANGED.

IN 1964 OVER HALF OF ADULT AMERICANS SMOKED.

**WHEN I BECAME SURGEON GENERAL IN 1981, THE NUMBER HAD
DECLINED TO 33 PERCENT.**

**BETWEEN 1964 AND 1985 APPROXIMATELY THREE-QUARTERS OF A
MILLION SMOKING-RELATED DEATHS WERE AVOIDED OR
POSTPONED BY DECISIONS TO QUIT OR NOT TO START SMOKING.**

**EACH POSTPONED DEATH REPRESENTED AN AVERAGE GAIN OF 2
DECADES OF LIFE EXPECTANCY.**